WE CLAIM:

1. A radio system in a vehicle for allowing multiple drivers to store, select and tune to preferred radio stations, said radio system comprising:

an identification system including a plurality of remote devices of a keyless entry system for the vehicle wherein each remote device being capable of generating a uniquely-coded transmission for generating a first current driver identity;

a vehicle micro-controller located in the vehicle and said vehicle micro-controller being operatively coupled to the identification system for receiving the first current driver identity;

a radio including preference means for receiving preferred station information for storage, memory for storing the preferred station information for storage, and control electronics for preferred station information processing and for receiving the first current driver identity from the vehicle micro-controller and linking in the memory the first current driver identity to the preferred station information for storage;

the preference means further receiving preferred station information for selection and tuning and the control electronics being operatively configured to receive a second current driver identity from the identification system and further being configured to respond to the

preferred station information for selection and tuning by selecting and tuning to the preferred station information for storage whose linked first current driver identity matching with the second current driver identity;

the radio further including adjustment setting means for allowing user adjustment preferences to be applied to speaker output of the radio via the control electronics, the user adjustment preferences being stored and linked with the first current driver identity in the memory; and

the control electronics being configured to apply to the speaker output the user adjustment preferences whose linked first current driver identity matching with the second current driver identity.

2. The radio system as claimed in Claim 1 wherein the user adjustment preferences include a volume adjustment.

3. The radio system as claimed in Claim 1 wherein the user adjustment preferences include a treble adjustment.

4. The radio system as claimed in Claim 1 wherein the user adjustment preferences include a bass adjustment.

5. The radio system as claimed in Claim 1 wherein the user adjustment preferences include a speaker location adjustment.

6. A multi-user radio system comprising:

an identification system for generating a first current driver identity;

a vehicle micro-controller located in the vehicle and said vehicle micro-controller being operatively coupled to the identification system for receiving the first current driver identity;

a radio including memory, and control electronics for receiving the first current driver identity from the vehicle micro-controller;

the radio further including adjustment setting means for allowing user adjustment preferences to be applied to speaker output of the radio via the control electronics, the user adjustment preferences being stored and linked with the first current driver identity in the memory; and

the control electronics being configured to receive a second current driver identity from the identification system and to apply to the speaker output the user adjustment preferences whose linked first current driver identity matching with the second current driver identity.

7. The radio system as claimed in Claim 6 wherein the user adjustment preferences include a volume adjustment.

8. The radio system as claimed in Claim 6 wherein the user adjustment preferences include a treble adjustment.

9. The radio system as claimed in Claim 6 wherein the user adjustment preferences include a bass adjustment.

10. The radio system as claimed in Claim 6 wherein the user adjustment preferences include a speaker location adjustment.